PURCHASE BEHAVIOUR FOR, AND POST-PURCHASE ATTITUDE TOWARDS TWO WHEELERS

A CONSUMER PROFILE

DISSERTATION
Submitted in partial fulfilment of the requirements
for the award of the degree of

Master of Business Administration

BY

ZUBAIN HUSSAIN

Under the Supervision of

Mr. ASIF HALEEM
READER

DEPARTMENT OF BUSINESS ADMINISTRATION
ALIGARH MUSLIM UNIVERSITY
ALIGARH

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Acknowledgements

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To the respondents who have willingly given of their time in patiently answering the questionnaire.

To all my friends and well-wishers for their enocouragement and co-operation.

Introduction

In today's world of changing environment, an exact and total understanding of the consumer is of paramount importance. This is particularly relevant to the two wheeler industry, where innovations and new models are being introduced at a progressively increasing rate. This is due to the fact that the discerning consumer demands quality products at competitive prices. In respect to the Indian environment too this is very true, since the two wheeler market in India has become highly competitive. Superior products, the result of foreign collaboration, are being introduced into the market at an increasing rate. Escorts has teamed up with Yamaha of Japan to manufacture India's first twin cylinder motorcycle. Zundapp Werke of Germany has gone into collaboration with Enfield India of Madras. Three models are expected to be introduced shortly. Piaggio of Italy has given the technical know how to Lohia machines of Kanpur and Andhra Pradesh Scooters of Hyderabad to manufacture the Vespa XE series. The ventures for manufacturing high technology two wheelers in this country are endless.

The very high inflow of two wheelers in the market will provide the consumer with an ample choice. He will be in a position to find a two wheeler that caters to his needs. The time is not far when he will be able to buy a custom built two wheeler. But this inflow has created its own problems for the prospective customer. Will he be able to identify the

two wheeler that meets his requirements amongst the multitudes of two wheelers available in the market ? To enable him to decide which two wheeler suits him best, he would evaluate information on the available two wheelers. The information would be easily available in the form of advertisements. This is where the relevance of this sturdy comes into picture. Manufacturers of the motorcycles, scooters or mopeds studied in this dissertation could use the information provided and formulate a marketing strategy. Unique Selling Propositions have been arrived at for each two wheeler for the purpose of developing a sound marketing strategy. Outstanding attributes have been isolated in order that they may be used to communicate more effectively to the ultimate consumer and help him in making his purchase decision.

Objectives of the Study

1. To determine the level of influence of various factors on the purchase decision for a two wheeler.

To determine post-purchase behaviour as under :

2. To determine what attributes that a two owner values most while measuring the performance of his two wheeler.
3. To determine the extent to which his performance requirements are being met.
4. To determine to what extent the consumer is satisfied with his purchase.
5. To determine the desir able and undesir able characteristics of a two wheeler in order to formulate a Unique Selling Proposition for all the two wheelers under study.
6. To determine the demographic characteristics of the two wheeler population.

Questionnaire Design

The questionnaire was designed to measure the purchase behaviour and post-purchase behaviour of two wheeler owners. In addition to measuring purchase behaviour, it was also used to measure demographic characteristics. Finally, the questionnaire was designed to measure attitudes and opinions of the two wheeler owners.

Errors influenced by the questionnaire itself were kept at a minimum. Surrogate information error was minimized by clearly defining objectives. Response rate was almost 100%, as the respondents were required to complete the questionnaire in the presence of the researcher. Measurement error was kept at a minimum by carefully choosing an appropriate attitude scale or by giving a sufficient choice.

For convenience, the questionnaire was divided into four parts, namely, classified information, purchase decision, performance indicators and personal profile.

Question 1 under classified information was used to classify the two wheeler owners into three classes : motorcycle, scooter and moped.

Question 2 was used to determine the name, model and displacement of the two wheeler under study.

Question 3 was used to measure the average distance covered per day by the two wheeler under study. The multiple choice question consisted of seven levels.

Question 4 under purchase decision incorporated the Semantic Differential. All fifteen factors listed under this question

used a seven point scale for measuring the level of influence which was labelled Low on the left and High on the right.

Question 5 was based on the Rank Order Rating Scale. This format was considered most suitable in determining the priority of attributes used in rating the performance.

Question 6 was used to assess the post-purchase performance level of ten attributes. The semantic differential with a seven point scale was employed with the labels Low and High on the extremes.

Question 7 was used to measure the overall performance on the seven point scale of a semantic differential labelled Good and Bad on the extremes.

Question 8 was used to measure the overall level of satisfaction from Low to High on a seven point semantic differential.

Question 9 was used to collect opinions on the best quality two wheeler in the motorcycle, scooter and moped classes. An open ended format was used.

Question 10 was used to find out why (if at all) the consumer has not purchased what he opines the best quality two wheeler. Format used was open ended.

Questions 11 and 12 were used to determine the shortcomings of two wheelers and suggestions for improvement. Ample space was provided on these open ended questions.

Question 13 is the first question under personal profile for Name of the respondent.

Questions from 14 till 20 are of the multiple choice format.

Question 14 has six levels for determining age.

Question 15 is used to determine sex.

Question 16 is used to determine the marital status.

Question 17 determines the number of children of the married owner in six levels.

Question 18 is used to determine the level of education. Four multiple categories were provided with provision for recording any special qualifications.

Question 19 was used to determine the occupation in five categories, with a blank provided for any special category.

Question 20, the last question, was used to determine the income of the respondent. The multiple choice format consisted of five levels.

Research Methodology

In order to determine the purchase behaviour and the post-purchase behaviour of the two wheeler owners, and to develop a consumer profile, the questionnaire method was adopted to generate survey data. The data was analized using charts and tables. Questions incorporating the semantic differential were analized with the help of charts for a visual interpretation. Verbal interpretation follows every chart. Weights were assigned to the questions which involved the Rank Order Rating Scale. Tables consolidate the information in percentage form. Opinions and suggestions were consolidated and presented for each of the two wheelers studied.

A sample of 150 two wheeler owners was selected from the twin cities of Hyderabad and Secunderabad. The sample was divided into three categories, namely Motorcycle, Scooter and Moped owners. A sample size of 50 for each of the three classes was considered sufficient in order to understand the purchase behaviour and appraise the post-purchase behaviour. Since personal profile is a secondary objedtive, and the results obtained are not closely correlated with the purchase behaviour, this sample was also considered adequate for the purpose.

The sampling plan was not truely random : it was on a convenience basis. The questionnaires were distributed in various organisations like Banks, offices, factories and educational institutions. The questionnaires were required to be filled in the presence of the researcher. The average

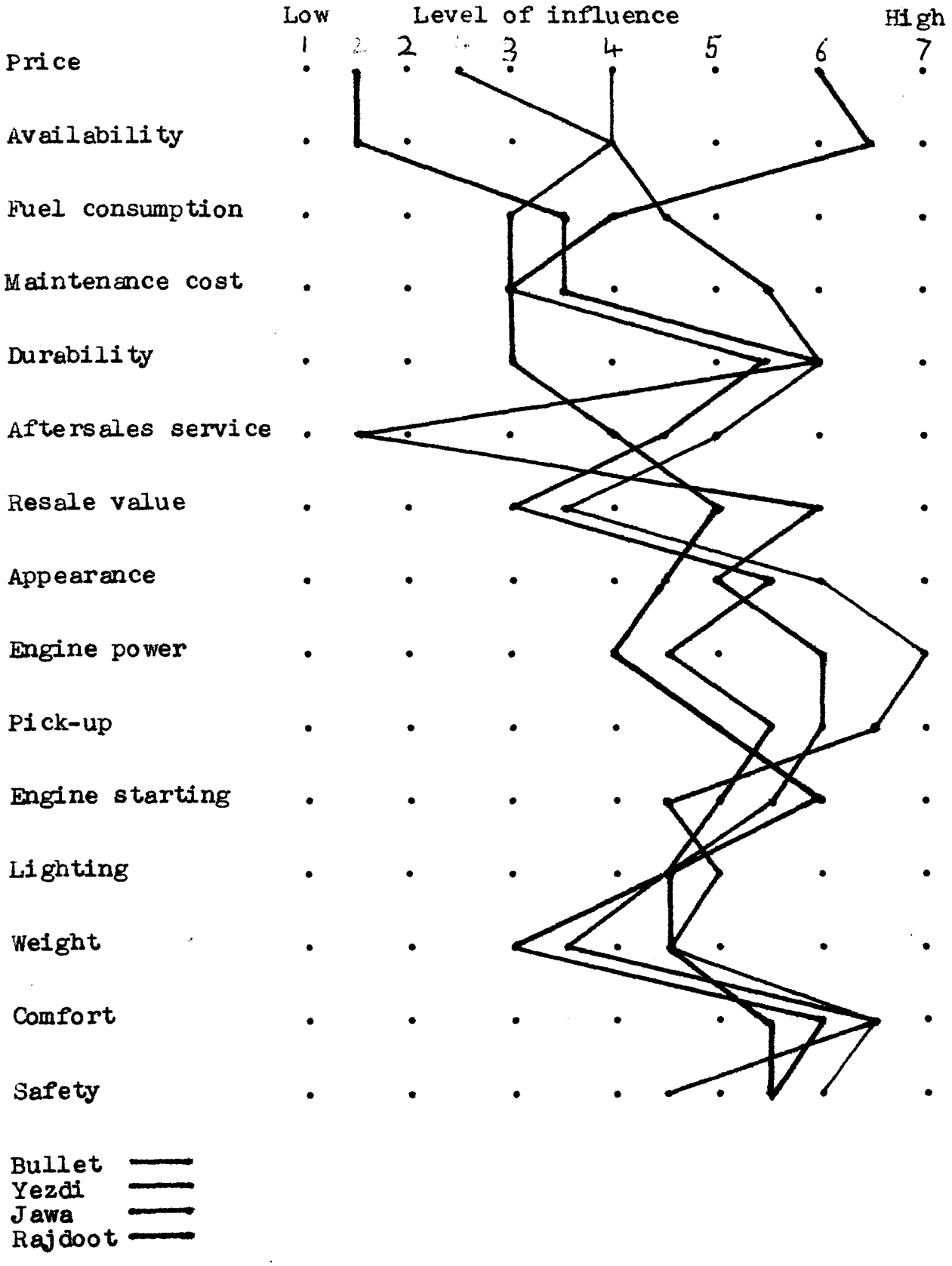
time taken was ten minutes. The advantage of this procedure was to eliminate losses and errors due to misunderstanding of questions. The respondents were helped where necessary in filling the questionnaire. Relevant data was also recorded by interviewing the respondents, mainly concerning the technical aspects of the two wheeler. The best response was obtained from owners who had participated in rallies and also from qualified engineers who were interested in two wheelers.

Limitations of the Study

1. The sample size is very small, hence generalisations may not be accurate.
2. The generalisations are restricted to the twin cities of Hyderabad and Secunderabad, although it is beleived that attitudes do not change from one area to another.
3. Two wheelers which are not being produced any more were omitted. This was due to the fact that such two wheeler owners form a very small percentage of the total population and are therefore insignificant.
4. Knowledge of the two wheeler owner cannot be easily assessed, hence results may be distorted.

Motorcycles

Purchase decision



Motorcycles - Purchase Decision

Bullet

From the chart it can be seen that Bullet owners are extremely influenced by the engine power while making the purchase decision. They are also very much influenced by the pick-up, appearance and durability of the motorcycle. The are somewhat influenced by the maintenence cost, aftersales service and lighting. Fuel consumption, engine starting, weight, price and availability have a low influence. They are least influenced by the resale value of the Bullet.

Yezdi

Yezdi owners are very much influenced by the engine power, pick-up, comfort, durability and resale value while making the purchase decision. They are somewhat influenced by the engine starting, safety and appearance of the motorcycle. Lighting has a low influence, followed by the fuel consumption and maintenance cost. They are least influenced by the price, availability, aftersales service and the weight of the motorcycle.

Jawa

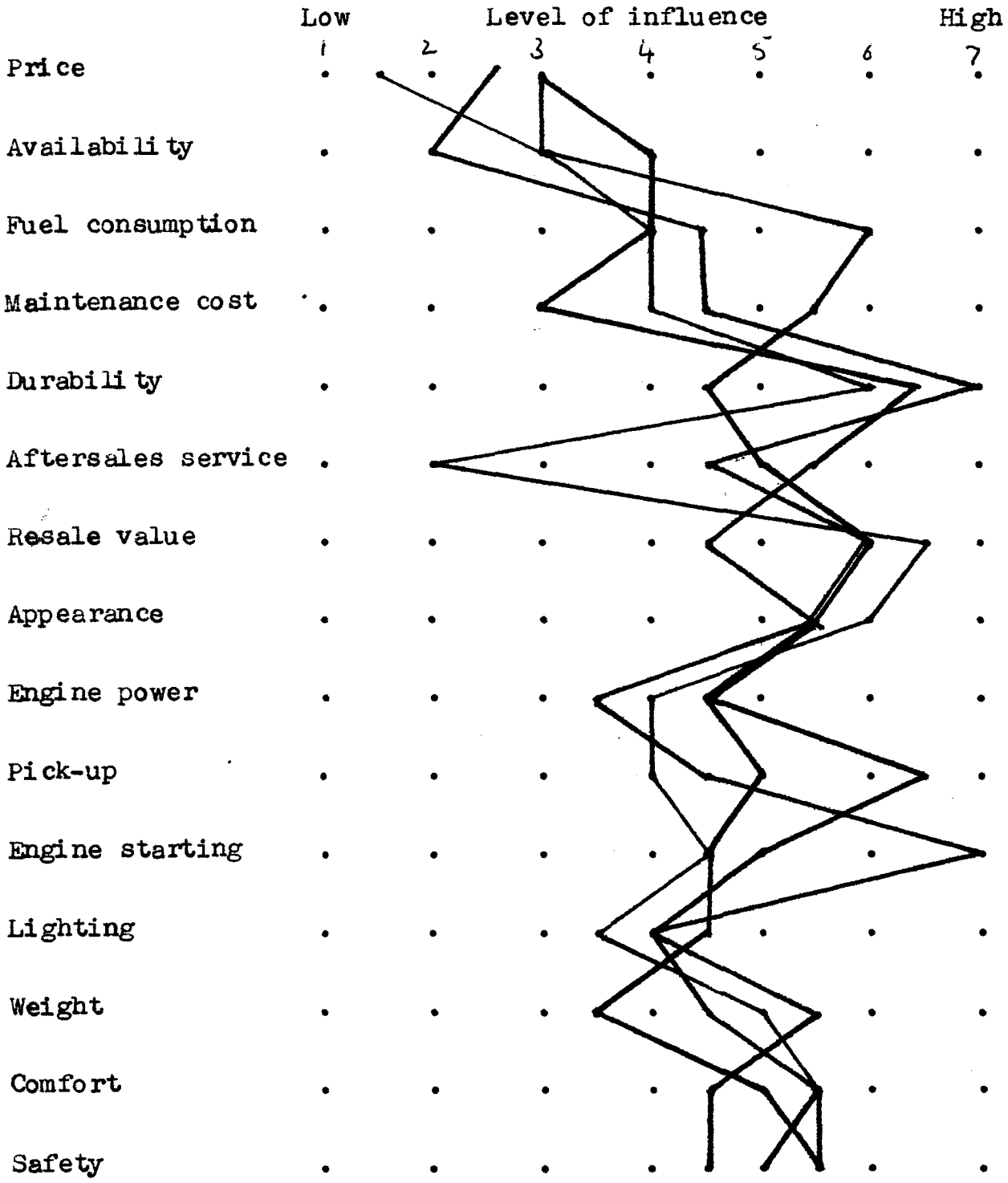
Jawa owners are very much influenced by the comfort of the motorcycle, followed by the durability, appearance and pick-up. They are somewhat influenced by the engine starting, followed by the aftersales service, engine power, lighting and safety. Availability and weight of the motorcycle have a low influence. They are least influenced by the price, fuel consumption, maintenance cost and resale value.

Rajdoot

Rajdoot owners are very much influenced by the availability, price and engine starting while making the purchase decision. They are somewhat influenced by the comfort and safety of the motorcycle. Resale value, appearance, lighting, weight, engine power, aftersales service and fuel consumption have a low influence. They are least influenced by the maintenance cost and durability of the motorcycle.

Scooter - Direct Drive

Purchase decision



Direct Drive Scooters - Purchase Decision

Bajaj Super

From the chart it can be seen that Bajaj super owners are very much influenced by the resale value, durability and appearance followed by comfort, safety and weight. They are somewhat influenced by the fuel consumption, maintenance cost, engine power and pick-up. Lighting and availability have a low influence. They are least influenced by the price and aftersales service.

Bajaj Chetak

Bajaj Chetak owners are very much influenced by the fuel consumption, resale value, maintenance cost and appearance. They are somewhat influenced by the aftersales service, pick-up, comfort, durability, engine power, engine starting and lighting. They are least influenced by the price, availability and weight.

Bajaj 150 c.c.

Bajaj 150 c.c. owners are extremely influenced by the durability and engine starting. They are very much influenced by the resale value, appearance and comfort. Safety, weight, pick-up, after sales service, maintenance cost and fuel consumption have a low influence. They are least influenced by the price, availability, engine power and lighting.

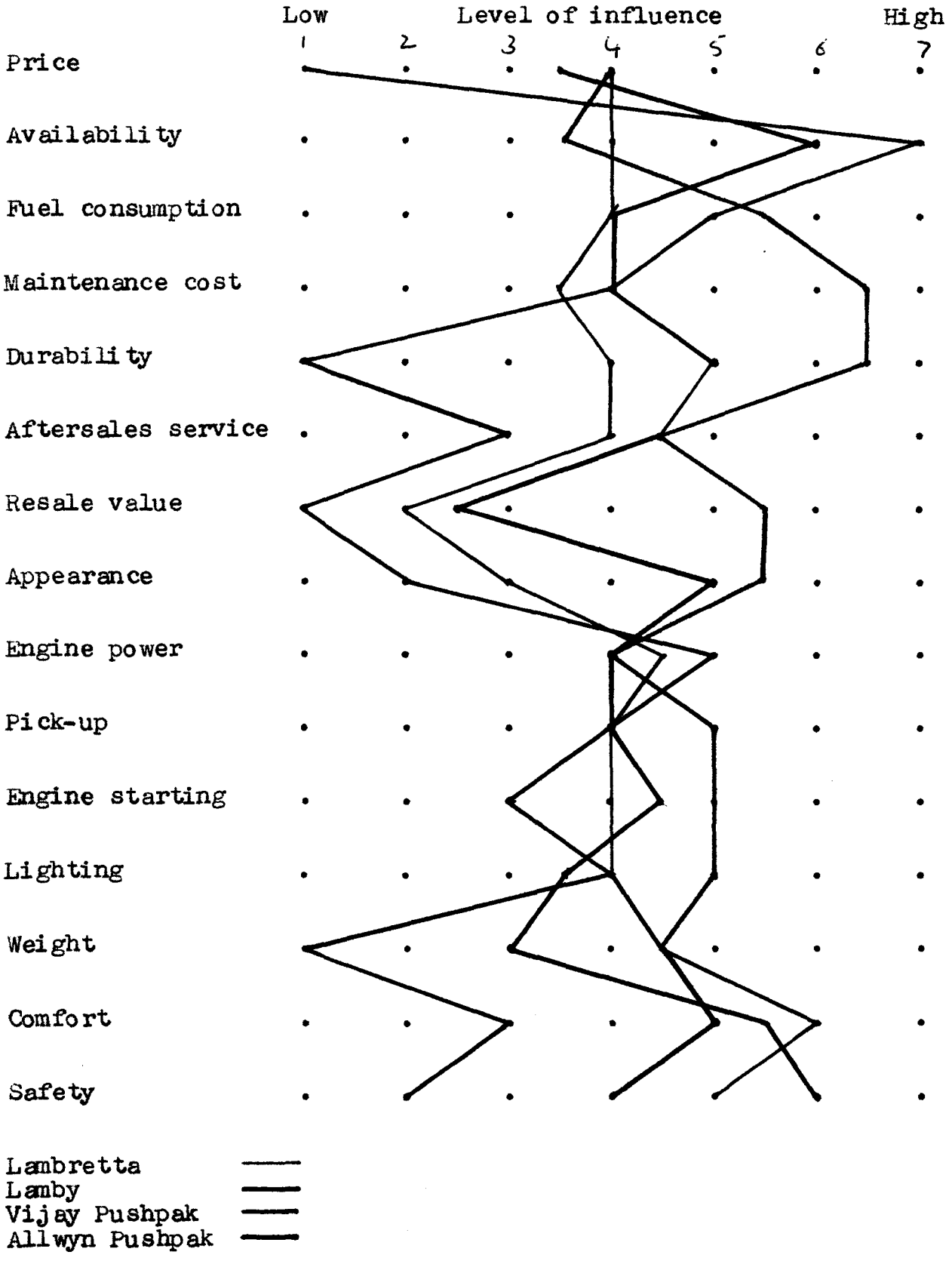
Vespa 150 c.c.

Vespa 150 c.c. owners are very much influenced by the durability and pick-up. They are somewhat influenced by the aftersales service, appearance, weight and engine starting. Resale value,

engine power, comfort and safety have a low influence, followed by lighting, fuel consumption and availability. They are least influenced by the price and maintenance cost.

Scooters - Chain Drive

Purchase decision



Chain Drive Scooters - Purchase Decision

Lambretta

Lambretta owners are very much influenced by the comfort and safety of the scooter. They are somewhat influenced by the weight and engine power. Price, availability, fuel consumption, durability, aftersales service, pick-up, engine starting and lighting have a low influence. They are least influenced by the resale value, appearance and maintenance cost.

Lamby 150 c.c.

Lamby owners are very much influenced by the availability, safety and comfort. They are somewhat influenced by the durability, appearance, aftersales service and engine starting. Fuel consumption, maintenance cost, engine power and pick-up have a low influence. They are least influenced by the resale value, weight, lighting and price.

Vijay Pushpak

Vijay Pushpak owners are extremely influenced by the availability of the scooter. They are very much influenced by the fuel consumption and engine power. They are somewhat influenced by the maintenance cost, pick-up and lighting. Aftersales service, engine starting, comfort, safety and appearance have a low influence. They are least influenced by the price, durability, resale value and weight.

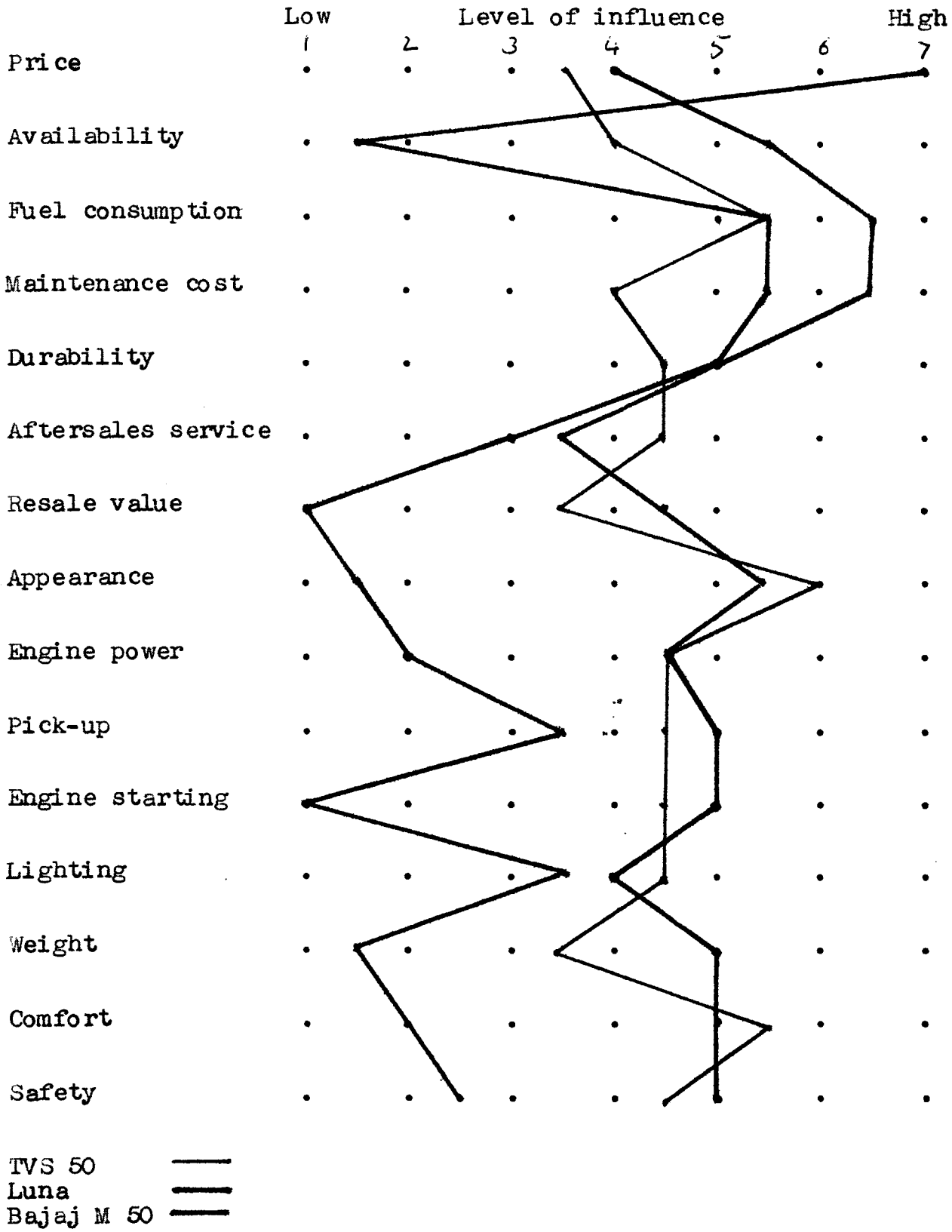
Allwyn Pushpak

Allwyn Pushpak owners are extremely influenced by the maintenance cost and durability. They are very much influenced by the fuel consumption, resale value and appearance. Pick-up

engine starting, lighting, comfort, aftersales service, and weight have a low influence. They are least influenced by availability, price, engine power and safety.

Mopeds

Purchase decision



Mopeds - Purchase Decision

TVS 50 c.c.

TVS 50 c.c. owners are very much influenced by the appearance of the moped. They are somewhat influenced by the fuel consumption and comfort. Durability, aftersales service, engine power, pick-up, engine starting, lighting and safety have a low influence. They are least influenced by the price, resale value, weight, maintenance cost and availability.

Luna

Luna owners are very much influenced by the fuel consumption and maintenance cost. They are some what influenced by the availability, appearance, durability, pick-up, engine starting, weight, comfort and safety. Engine power and resale value have a low influence. They are least influenced by the price, lighting and aftersales service.

Bajaj M 50 c.c.

Bajaj M 50 c.c. owners are extremely influenced by the price. They are very much influenced by the fuel consumption, maintenance cost and durability. Aftersales service, pick-up, lighting and safety have a low influence. They are least influenced by availability, resale value, engine starting, engine power and comfort.

Motorcycles

Ranked Performance Indicators - Mean weights

	Bullet	Jawa	Yezdi	Rajdoot
Engine Power	7	7	6	7
Pick-up	7.5	7	6	6.5
Fuel consumption	4.5	4	5.5	6.5
Manouverability	4.5	7	5	7
Engine starting	5.5	6	4.5	6.5
Braking effectiveness	5	4	5.5	4
Lighting	4.5	3.5	4.5	4.5
Riding comfort	6	4.5	6	6
Maintenance	4.5	4.5	6.5	4.5
Drive mechanism	6	7.5	5.5	2.5

Bullet

Bullet owners percieve a high performance motorcycle as having a very high pick-up and engine power. Drive mechanism and riding comfort are rated high. Braking effectiveness and engine starting are rated average, while fuel consumption, manouverability, lighting and maintenance are rated low.

Jawa

Jawa owners percieve a high performance motorcycle as having an excellent drive mechanism and very high pick-up, engine power and manouverability. Engine starting is also rated high. Riding comfort and maintenance are rated average while braking

effectiveness and fuel consumption are rated low. Lighting has the lowest rating.

Yezdi

Yezdi owners percèeve a high performance motorcycle as requiring a very low maintenance. Engine power, pick-up and riding comfort are rated very high. Fuel consumption, braking effectiveness and drive mechanism are rated high while manouverability has an average rating. They have rated engine starting and lighting the lowest.

Rajdoot

Rajdoot owners percieve a high performance motorcycle as having a very high manouverability and engine power. Pick-up, fuel consumption and engine starting are rated high, followed by riding comfort, lighting, maintenance and braking effectiveness have an average rating. Drive mechanism has been rated the lowest.

Direct Drive Scooters

Ranked Performance Indicators - Mean weights

	Bajaj Super	Vespa 150	Bajaj 150	Bajaj Chetak
Engine Power	7.5	5.5	3.5	4.5
Pick-up	6	7	6.5	6.5
Fuel consumption	5.5	4.5	4.5	6
Manouverability	7	7	3.5	4.5
Engine starting	5.5	7.5	7.5	5.5
Braking effectiveness	3.5	3.5	3.5	5
Lighting	3.5	3.5	4.5	4.5
Riding comfort	8	5.5	7.5	6
Maintenance	3.5	6	7	6.5
Drive mechanism	5	5	7	6

Bajaj Super

Bajaj Super owners perceive a high performance scooter as having an extremely high riding comfort, followed by a very high engine power and manouverability. Pick-up is rated high. Fuel consumption, engine starting and drive mechanism are rated average, while braking effectiveness, lighting and maintenance are rated low.

Vespa 150 c.c.

Vespa 150 owners perceive a high performance as having instant starting, followed by very high pick-up and manouverability. Maintenance is rated high while engine power, riding comfort and drive mechanism are rated average. Fuel consumption is

rated low, while braking effectiveness and lighting have the lowest rating.

Bajaj 150 c.c.

Bajaj 150 owners perceive a high performance scooter as having an extremely high riding comfort and engine starting. Maintenance and drive mechanism are also rated very high. Lighting and fuel consumption are rated average, while engine power, manouverability and braking effectiveness are rated low.

Bajaj Chetak

Bajaj Chetak owners perceive a high performance scooter as having a very high pick-up and maintenance. Fuel consumption, riding comfort and drive mechanism are rated high. Ehgine power, manouverability and lighting have a low rating.

Chain Drive Scooters

Ranked Performance Indicators - Mean Weights

	Vijay Pushpak	Allwyn Pushpak	Lambretta	Lamby 150
Engine Power	3.5	5	6.5	4.5
Pick-up	7.5	5	6.5	5.5
Fuel consumption	7	7	4.5	5
Manouverability	4	3	7	6.5
Engine starting	7	7.5	3.5	5.5
Braking effectiveness	6	3.5	5	5.5
Lighting	5.5	3.5	4.5	3.5
Riding comfort	6	7.5	7	7.5
Maintenance	4.5	6.5	4.5	7
Drive mechanism	4	6.5	6	4.5

Vijay Pushpak

Vijay Pushpak owners perceive a high performance scooter as having a very high pick-up, followed by fuel consumption and engine starting. Braking effectiveness, riding comfort and lighting are rated average. Maintenance, drive mechanism and manouverability are rated low. Engine power has been given the lowest rating.

Allwyn Pushpak

Allwyn Pushpak owners perceive a high performance scooter as having an extremely high riding comfort and engine starting, followed by a very high fuel consumption. Maintenance and drive mechanism have been rated high. Engine power and pick-up

have an average rating while manouverability, braking effectiveness and lighting have the lowest rating.

Lambretta

Lambretta owners perceive a high performance scooter as having a very high riding comfort and manouverability, followed by a high engine power, pick-up and drive mechanism. Braking effectiveness, fuel consumption, lighting and maintenance have been rated average. Engine starting has been rated the lowest.

Lamby 150 c.c.

Lamby 150 owners perceive a high performance scooter as having a very high riding comfort and maintenance. Manouverability has been rated high, while pick-up, engine starting, braking effectiveness and fuel consumption have been rated average. Engine power and drive mechanism have been rated low, while lighting has been given the lowest rating.

Mopeds

Ranked Performance Indicators - Mean Weights

	Bajaj M 50	Luna 50	TVS 50
Engine power	3.5	5	6
Pick-up	7	6	6
Fuel consumption	7	7	5
Manouverability	4.5	6	6
Engine starting	6.5	6.5	6.5
Braking effectiveness	6.5	6.5	6
Lighting	6.5	4	6
Riding comfort	6.5	5	7
Maintenance	3.5	6	3.5
Drive mechanism	3.5	3	3

Bajaj M 50 c.c.

Bajaj M 50 owners perceive a high performance moped as having a very high pick-up and fuel consumption. Engine starting, braking effectiveness, lighting and riding comfort are rated high, while manouverability has been rated average. Engine power, maintenance and drive mechanism have the lowest rating.

Luna 50 c.c.

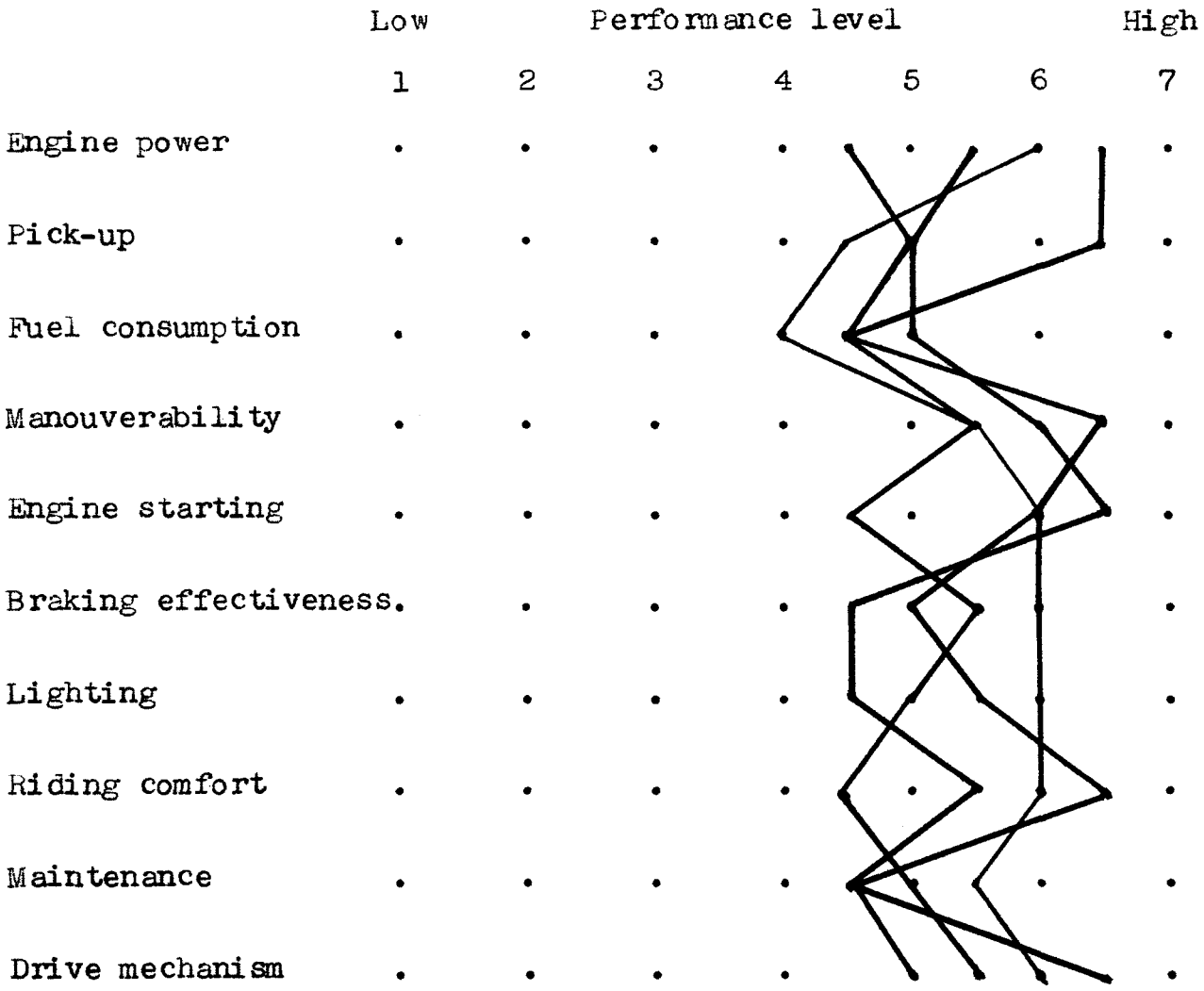
Luna 50 owners perceive a high performance moped as having an extremely high fuel consumption. Engine starting and braking effectiveness are rated very high. Pick-up, manouverability and maintenance have a high rating while engine power and riding comfort have an average rating. Lighting has been rated low while drive mechanism has been rated the lowest.

TVS 50 c.c.

TVS 50 owners perceive a high performance moped as having an extremely high riding comfort and a very high engine starting. Engine power, pick-up, manouverability, braking effectiveness and lighting have been rated high. Fuel consumption has been rated average while maintenance has been rated low. Drive mechanism has the lowest rating.

Motorcycles

Attribute rating



Motorcycles - Attribute Rating

Bullet

Bullet owners have given a very high performance rating for engine power, engine starting, braking effectiveness, lighting and riding comfort. Manouverability and maintenance have been given an average rating, while pick-up and fuel consumption have been rated the lowest.

Yezdi

Yezdi owners have given a very high performance rating for engine power, pick-up, manouverability, riding comfort and drive mechanism. Engine starting and lighting have been rated high, while braking effectiveness has been rated average. Fuel consumption and maintenance have been rated the lowest.

Jawa

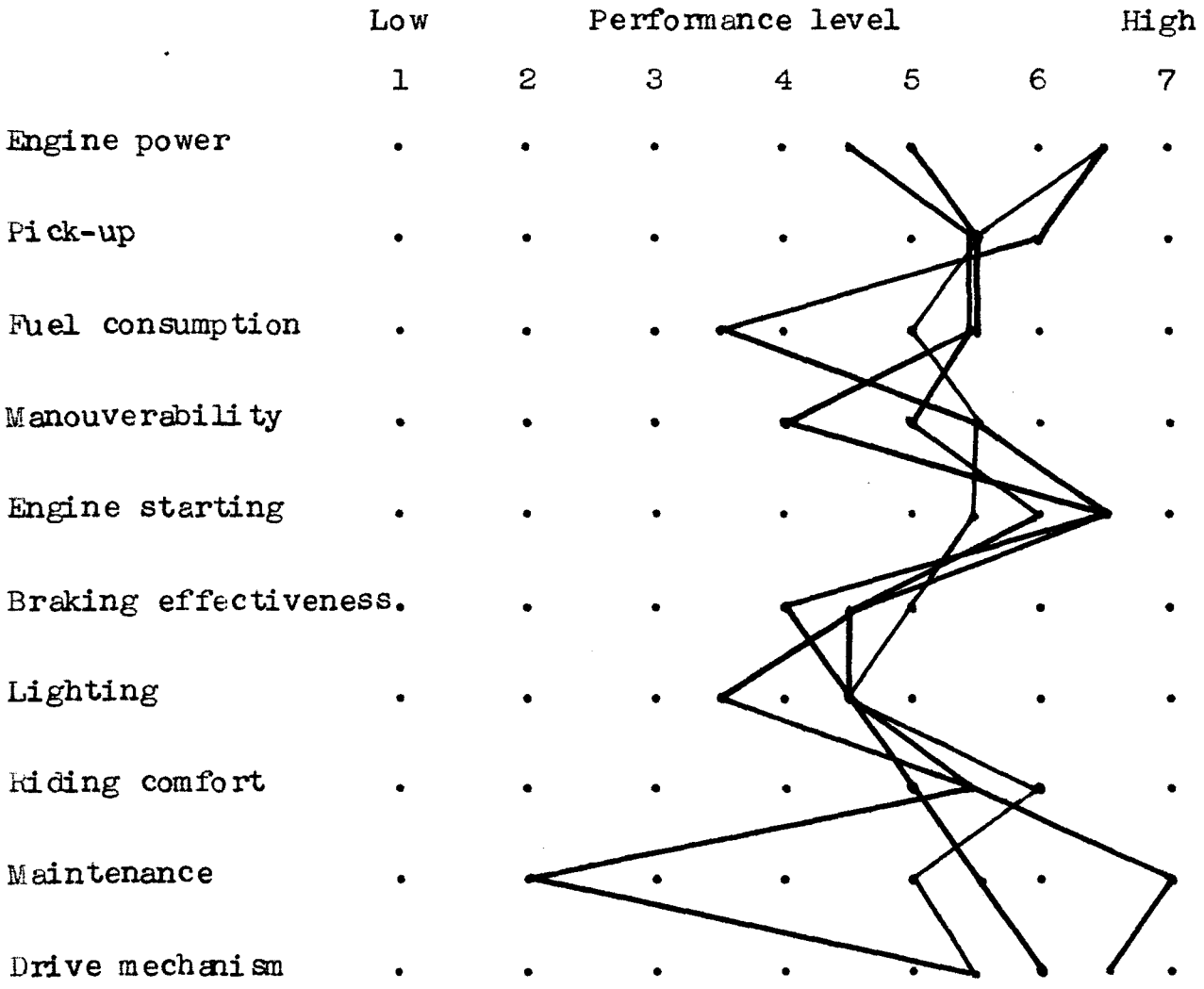
Jawa owners have given a very uniform rating for all the attributes indicating performance level. A high rating has been given to manouverability, braking effectiveness and drive mechanism, while pick-up, lighting and maintenance have been rated average. Engine power, fuel consumption, engine starting and riding comfort have been rated low.

Rajdoot

Rajdoot owners have given a very high performance rating to engine starting and manouverability. Riding comfort, engine power, pick-up, fuel consumption and drive mechanism have been rated average. A low rating has been given to braking effectiveness, lighting and maintenance.

Scooters - Direct Drive

Attribute rating



Bajaj Super ——

Bajaj Chetak ——

Bajaj 150 c.c. ——

Vespa 150 c.c. ——

Direct Drive Scooters - Attribute Rating

Bajaj Super

Bajaj Super owners have given a very high rating for engine power and riding comfort. The performance level of drive mechanism, engine starting, manouverability and pick-up have been rated high. The fuel consumption, braking effectiveness and maintenance have been rated average, while lighting has the lowest rating.

Bajaj Chetak

Bajaj Chetak owners have rated the performance of engine starting and drive mechanism very high. A high rating has been given to pick-up, fuel consumption and maintenance. Engine power and riding comfort have been rated average, while manouverability, braking effectiveness and lighting have the lowest rating.

Bajaj 150 c.c.

Bajaj 150 owners have given an excellent performance rating for maintenance, followed by a very high rating for drive mechanism and engine starting. Pick-up, fuel consumption and riding comfort have been given a high rating, while manouverability has an average rating. Low performance ratings have been given for engine power, braking effectiveness and lighting.

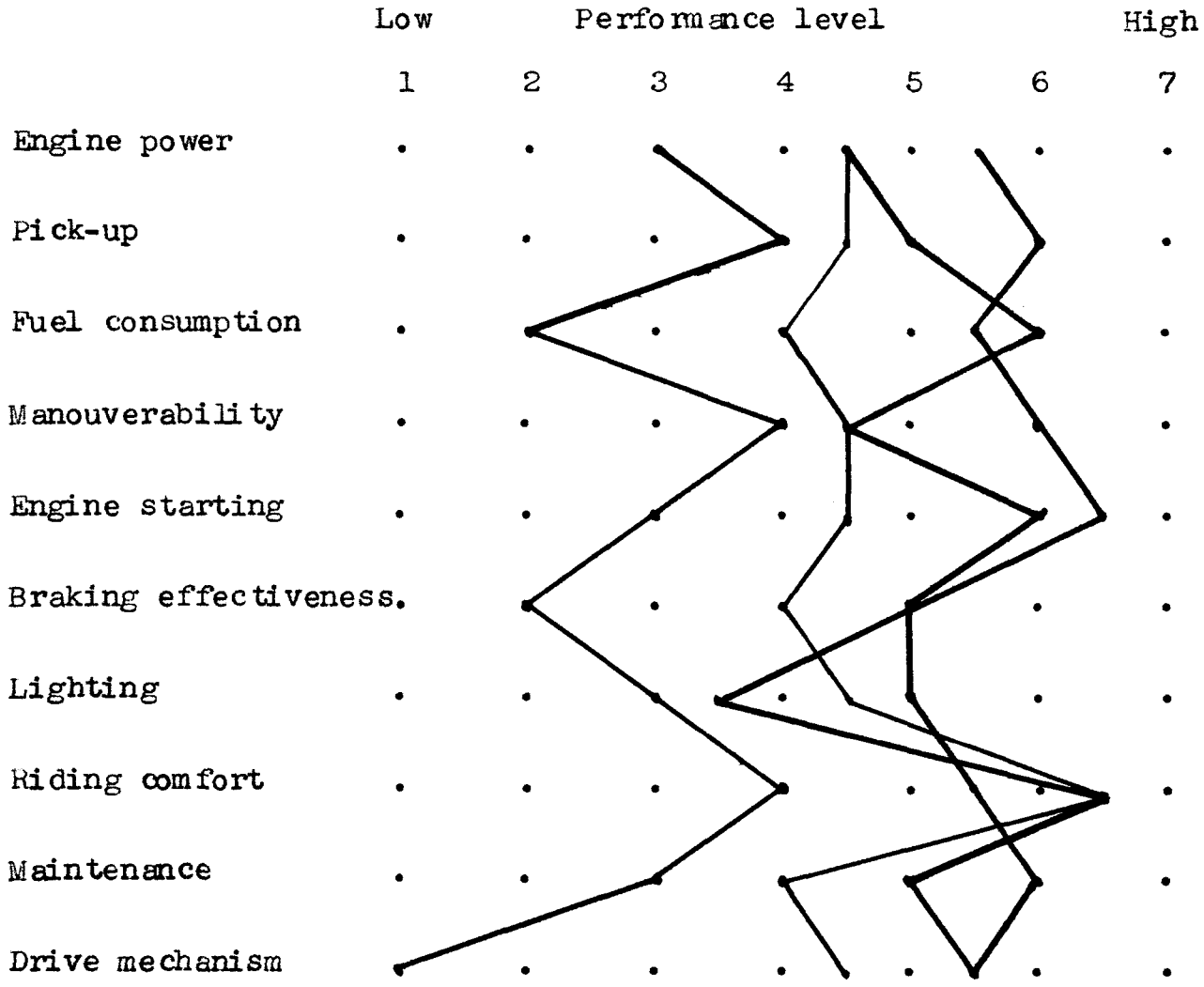
Vespa 150 c.c.

Vespa 150 owners have given a very high performance rating to engine power and engine starting. Pick-up has been rated

high, followed by manouverability, riding comfort and drive mechanism. Braking effectiveness, fuel consumption and lighting have been rated average, while maintenance has been given a very low performance rating.

Scooters - Chain Drive

Attribute rating



Lambretta ——

Lamby ——

Vijay Pushpak ——

Allwyn Pushpak ——

Chain Drive Scooters - Attribute Rating

Lambretta

Lambretta owners have rated the performance level very high for only one attribute, namely, the riding comfort. Most attributes have been rated average, that is, engine power, pick-up, manouverability, engine starting, lighting and drive mechanism. They have given a low performance rating for fuel consumption, braking effectiveness and maintenance.

Lamby

Lamby owners have rated the performance level of engine starting and riding comfort very high. A high rating has been given to pick-up and manouverability. Engine power, fuel consumption, drive menhanism, braking effectiveness and maintenance have been rated average. Lighting has been given the lowest rating.

Vijay Pushpak

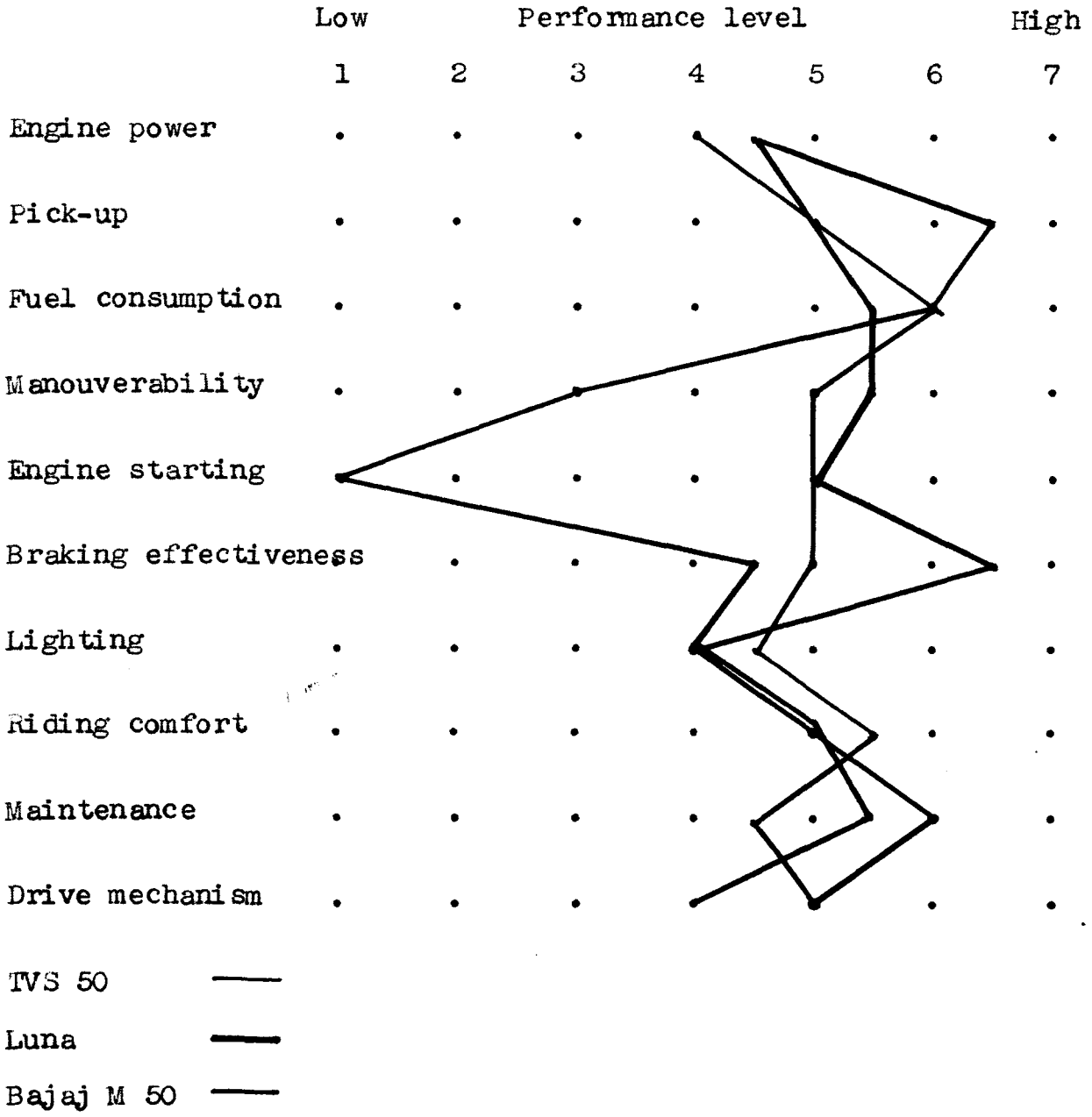
Vijay Pushpak owners have given a very low rating for all the attributes indicating performance level, the lowest being drive menhanism, followed by fuel consumption and braking effectiveness. Engine power, engine starting, lighting and maintenance have been given higher ratings, while the highest rating is for pick-up, manouverability and riding comfort.

Allwyn Pushpak

Allwyn Pushpak owners have given a very high rating for fuel consumption, engine starting and maintenance. Drive mechanism and riding comfort have a high rating while pick-up, braking effectiveness and lighting are rated average. Engine power and manouverability are rated low.

Mopeds

Attribute rating



Mopeds - Attribute Rating

TVS 50 c.c.

TVS 50 owners have rated fuel consumption as a very high performance attribute, followed by riding comfort. Pick-up, manouverability, engine starting, braking effectiveness and drive mechanism have been rated high, while lighting and maintenance have been rated average. Engine power has the lowest rating.

Luna

Luna owners have given a very high performance rating for braking effectiveness, followed by maintenance. Fuel consumption and manouverability have a high rating, followed by an average rating for pick-up, engine starting, riding comfort and drive mechanism. Lighting has been given the lowest rating, followed by engine power.

Bajaj M 50 c.c.

Bajaj M 50 owners have given a very high performance rating for pick-up, followed by fuel consumption. Maintenance and riding comfort are rated high, while engine power, braking effectiveness, lighting and drive mechanism are rated average. Manouverability has been rated low, while engine starting has been given the lowest possible rating.

Overall Performance Rating

	Bad		Performance level				Good
	1	2	3	4	5	6	7
Motorcycles							
Bullet							
Yezdi							
Jawa							
Rajdoot							
Scooters							
Bajaj Super							
Bajaj Chetak							
Bajaj 150 c.c.							
Vespa 150 c.c.							
Lambretta							
Lamby							
Vijay Pushpak							
Allwyn Pushpak							
Mopeds							
TVS 50 c.c.							
Luna							
Bajaj M 50 c.c.							

Overall Performance Rating

Motorcycles

The Yezdi owner has given his motorcycle a very high performance rating, which is followed by the Bullet owner. Jawa owners have rated the performance of their motorcycle the lowest, while the Rajdoot owner has given a better performance rating for his motorcycle.

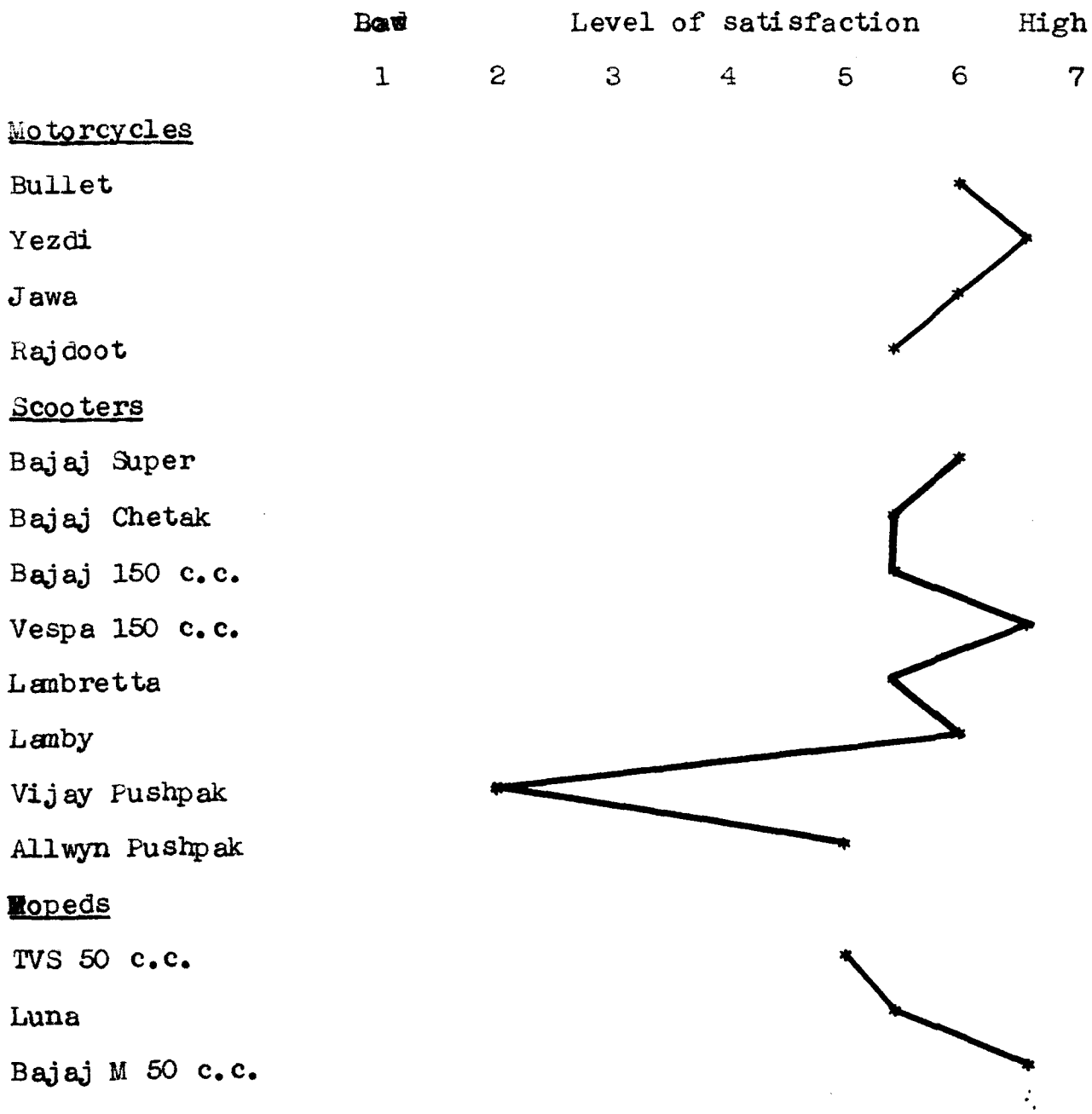
Scooters

Bajaj Super and Vespa owners have rated the performance of their scooters very high, followed by Bajaj Chetak, Bajaj 150 and Lamby owners. Allwyn Pushpak owners have given an average rating, while Lambretta owners have rated their scooter a little lower. The lowest performance rating has been given to the Vijay Pushpak.

Mopeds

Luna owners have given the highest performance rating, followed by TVS 50 and Bajaj M 50 owners who have rated their mopeds the same.

Overall Satisfaction Rating



Overall Satisfaction Rating

Motorcycles

Among the motorcycle owners, Yezdi owners have given the highest satisfaction rating, followed by Bullet and Jawa owners who seem to be equally satisfied. Rajdoot owners have given the lowest satisfaction rating.

Scooters

The most satisfied is the Vespa scooter owner, followed by the Bajaj Super and Lamby owners. Bajaj Chetak, Bajaj 150 and Lambretta owners seem a little less satisfied, but more than the Allwyn Pushpak owner. Vijay Pushpak owners do not seem at all satisfied with the purchase of their scooter.

Mopeds

Bajaj M 50 owners seem to be the most satisfied, followed by Luna and TVS 50 owners.

Best Quality Two-wheeler - An opinion of Motorcycle Riders

Motorcycles	Percentage
Bullet	39%
Yezdi	19%
Jawa	11%
Rajdoot	31%
Scooters	
Bajaj Super	22%
Bajaj Chetak	33%
Bajaj 150 c.c.	5%
Vespa 150 c.c.	16%
Lambretta	14%
Lamby	5%
Vijay Pushpak	1%
Allwyn Pushpak	4%
Mopeds	
TVS 50 c.c.	42%
Luna	21%
Bajaj M 50 c.c.	14%
BSA GT 50 c.c.	23%

Best Quality two wheeler - An opinion of motorcycle riders

Motorcycle

39% of motorcycle riders consider the Bullet as the best quality motorcycle. Rajdoot follows with 31% of the riders finding it the best quality motorcycle. While 19% prefer the Yezdi as the best quality motorcycle, 11% opine that the Jawa is of best quality.

Scooters

Bajaj Chetak is considered to be the best scooter by 33% of the motorcycle riders, followed by Bajaj Super with 22%. While 16% consider the Vespa 150 as the best quality Scooter, 14% prefer the Lambretta. Only 1% find the Vijay Pushpak the best quality scooter and 4% the Allwyn Pushpak. The percentage of motorcycle owners who find the Bajaj 150 and the Lamby the best scooter is same at 5%.

Mopeds

A high percentage of motorcycle riders consider the TVS 50 the best quality moped. 23% of the riders find the BSA GT 50 the best quality moped, closely followed by Luna at 21%. About 14% consider the Bajaj M 50 to be the best quality moped.

Best Quality Two-wheeler - An opinion of Scooter Riders

Motorcycles	Percentage
Bullet	32%
Yezdi	39%
Jawa	13%
Rajdoot	16%
Scooters	
Bajaj Super	27%
Bajaj Chetak	22%
Bajaj 150 c.c.	17%
Vespa 150 c.c.	16%
Lambretta	3%
Lamby	5%
Vijay Pushpak	6%
Allwyn Pushpak	4%
Mopeds	
TVS 50 c.c.	28%
Luna	59%
Bajaj M 50 c.c.	7%
BSA GT 50 c.c.	6%

Best Quality two wheeler - An opinion of Scooter Riders

Motorcycles

About 39% of scooter riders find the Yezdi to be the best quality motorcycle. 32% scooterists opine that the Bullet is the best quality motorcycle. 16% of scooter riders opt for the Rajdoot as the best quality motorcycle. A lower 13% find the Jawa the best quality motorcycle.

Scooter

Bajaj Super is considered the best quality scooter by 27% of the scooter riders while 22% consider the Bajaj Chetak the best. The Bajaj Chetak rating is followed by 17% for Bajaj 150 which is again closely followed by Vespa 150 at 16%. While 6% consider the Vijay Pushpak the best quality scooter, 4% prefer the Allwyn Pushpak. The percentage who find the Lambretta the best quality scooter is 3 and the Lamby 5%.

Mopeds

A high 59% of scooterists consider the Luna to be the best quality moped. TVS 50 is prefered as the best quality moped by 28%. While 7% find the Bajaj M 50 the best quality moped only 6% opt for the BSA GT 50.

Best Quality Two-wheeler - An opinion of Moped Riders

Motorcycles	Percentage
Bullet	14%
Yezdi	46%
Jawa	9%
Rajdoot	31%
Scooters	
Bajaj Super	21%
Bajaj Chetak	30%
Bajaj 150 c.c.	17%
Vespa 150 c.c.	9%
Lambretta	5%
Lamby	11%
Vijay Pushpak	1%
Allwyn Pushpak	6%
Mopeds	
TVS 50 c.c.	44%
Luna	23%
Bajaj M 50 c.c.	21%
BSA GT 50 c.c.	12%

Best Quality two wheeler - An opinion of moped riders

Motorcycles

At 46% the percentage of moped owners who find the Yezdi the best quality motorcycle is high. While 31% consider the Rajdoot the best quality motorcycle, 14% prefer the Bullet. 9% of the moped riders consider the Jawa to be the best quality motorcycle.

Scooters

30% of moped owners find the Bajaj Chetak to be the best quality scooter while 21% prefer the Bajaj Super. About 17% consider the Bajaj 150 to be the best quality scooter and 11% opt for the Lamby. 9% of moped riders consider the Vespa 150 the best quality scooter and 5% the Lambretta. While the percentage of moped owners who find the Allwyn Pushpak the best scooter is 6%,only 1% consider the Vijay Pushpak to be the best quality scooter.

Mopeds

Only 12% consider the BSA GT 50 as the best quality moped. A high 44% of moped riders find the TVS 50 the best quality moped. Luna is prefered by 23% of the moped riders closely followed by Bajaj M 50 at 21%

Consumer Profile of Motorcycle Owners

1. Age of respondents	**Percentage**
Below 20 years	13%
20 - 30 years	53%
30 - 40 years	22%
40 - 50 years	4%
50 - 60 years	8%
2. Sex	
Male	98%
Female	2%
3. Marital Status	
Married	48%
Single	52%
4. Number of children	
None	23%
One	25%
Two	42%
Three	10%
5. Qualifications	
High School	6%
Intermediate	7%
Graduate	49%
Post-Graduate	38%
6. Occupation	
Student	14%
Service	21%
Professional	53%
Business	12%

Consumer Profile of Motorcycle Owners

1. Age of respondents

   As seen in the table, about 53% fall in the age group 20-30 years followed by 22% in the 30-40 years group. The percentage of motorcycle owners below 20 years is about 13. Surprisingly, percentage of owners in the 50-60 age group at 8 is higher than in the 40-50 group.

2. Sex

   The female motorcycle owners at 2% are negligible.

3. Marital Status

   The percentage of married owners is lower at 48%.

4. Number of children

   The percentage of motorcycle owners with two children is 42 while 23% of the owners have no children. 10% of the owners have more than three children while 25% have one child.

5. Qualifications

   About 49% of the motorcycle owners are graduates and 38% are post graduates. Comparatively, percentage of owners who have studied upto Intermediate is 7% closely followed by owners who have reached high school only.

6. Occupation

   53% of the owners are professionals while 12% are in business. Student owners comprise 14% and those in service 21%

Consumer Profile of Scooter Owners

1. Age of respondents	Percentage
Below 20 years	5%
20 - 30 years	34%
30 - 40 years	26%
40 - 50 years	19%
50 -.60 years	16%
2. Sex	
Male	97%
Female	3%
3. Marital Status	
Married	66%
Single	34%
4. Number of children	
None	14%
One	35%
Two	45%
Three	6%
5. Qualifications	
High School	15%
Intermediate	10%
Graduate	51%
Post-Graduate	24%
6. Occupation	
Student	29%
Service	44%
Professional	16%
Business	11%

Consumer Profile of Scooter Owners

1. Age of respondents

   Only 5% of the owners are below 20 years of age, while 16% are in the age group 50-60 years. There is a steady decrease in the percentage of owners from the age group 20-30 years to age group 30-40 years and 40-50 years. 34% owners are between 20-30 years, 26% between 30-40 years and 19% in the age group 40-50 years.

2. Sex

   The percentage of scooter owners who are males is 97% compared to only 3% female scooter owners.

3. Marital Status

   It is seen that the percentage of married owners is higher at 66%.

4. Number of children

   About 45% of the owners have two children, while 35% have one child. While 6% have three children, 14% have none.

5. Qualifications

   The percentage who have studied upto high school is 15%, while 10% have completed intermediate. The percentage of graduates among the scooter owners is 51% and about 24% are post-graduates.

6. Occupation

   Compared to the 44% of owners who are in service only 11% are doing business. Student owners form 29% and professionals 16%

Consumer Profile of Moped Owners

1. Age of respondents	Percentage
Below 20 years	36%
20 - 30 years	42%
30 - 40 years	12%
40 - 50 years	8%
50 - 60 years	2%
2. Sex	
Male	64%
Female	36%
3. Marital Status	
Married	14%
Single	86%
4. Number of children	
None	43%
One	51%
Two	6%
5. Qualifications	
High School	12%
Intermediate	41%
Graduate	29%
Post-Graduate	18%
6. Occupation	
Student	53%
Service	12%
Professional	22%
Business	13%

Consumer Profile of Moped Owners

1. Age of respondents

   While only 2% of owners are in the age group 50-60 years, a considerable 36% are below 20 years. The percentage of owners in the age group 20-30 years is high at 42%, while only 12% are in the group 30-40 years and 8% in the 40-50 years age group.

2. Sex

   Male moped owners form 64% while the percentage of females among moped owners is 36%.

3. Marital Status

   At 86% a large number of moped owners are of single status, while 14% are married.

4. Number of children

   Only 6% have two children and 43% have no children. 51% of the owners have one child.

5. Qualifications

   There is a progressive decline in qualifications. As seen in the table while 18% are post-graduates, 29% have completed graduation and 4% have studied upto Intermediate. 12% of the owners have finished only high school.

6. Occupation

   53% of the moped owners are students and 12% are in service. The percentage of owners who are in business is about 13%, while 22% are professionals.

Monthly Income Profile of Two-Wheeler Owners

	Less than Rs1000	Rs1000-1500	Rs1500-2000	Rs2000-2500	Above 3000
Motorcycle	14%	48%	31%	5%	2%
Scooter	17%	34%	29%	16%	4%
Moped	62%	36%	2%	-	-

Motorcycle

As seen in the table, only 2% of the owners have a monthly income that exceeds Rs3000 and 5% have an income range Rs2000-2500. While 31% have an income between Rs1500-2000 about 14% earn less than Rs1000 per month. At 48% the percentage of motorcycle owners whose income is from Rs1000-1500 is high.

Scooters

While 34% of scooter owners earn anything between Rs1000-1500 and about 29% have an income of Rs1500-2000. A low 4% earn more than Rs3000 and the percentage of owners earning less than Rs1000 is 17.

Mopeds

62% of the moped owners have an income less than Rs1000, while no one earning more than Rs2000 possesses a moped. While 36% earn between Rs1000-1500, the percentage whose income lies between Rs1500-2000 is 2%.

Average Distance Covered Per Day (Km/day)

	Below 10	10-20	20-30	30-40	40-50	50-60	Above 60
Motorcycles							
Bullet		4%	13%	49%	21%	9%	4%
Yezdi		6%	7%	14%	41%	26%	6%
Jawa		2%	34%	40%	17%	7%	
Rajdoot		6%	11%	23%	38%	19%	3%
Scooters							
Bajaj Super	23%	42%	16%	8%	11%		
Bajaj Chetak	5%	14%	53%	15%	13%		
Bajaj 150	3%	18%	27%	42%	6%	4%	
Vespa 150	11%	21%	41%	9%	12%	6%	
Lambretta	7%	24%	49%	14%	6%		
Lamby	2%	36%	37%	18%	7%		
Vijay Pushpak	3%	13%	41%	31%	12%		
Allwyn Pushpak	6%	24%	33%	34%	3%		
Mopeds							
TVS 50	10%	25%	32%	16%	17%		
Luna	16%	11%	23%	33%	17%		
Bajaj M 50	8%	17%	36%	30%	9%		

Average Distance Covered Per Day (Km/day)

Motorcycles

Bullet

As seen in the table, no motorcycle owner covers less than 10 Km. per day. 49% of Bullet owners cover 30-40 Km. per day, while 21% do about 40-50 Km. A low percentage of owners cover more than 60 Km as also between 10-20 Km per day. The percentage of Bullet owners covering a distance in the range 20-30 is 13 while 9% travel 50-60 Km per day.

Yezdi

At 41% a high percentage of Yezdi owners cover 40-50 Km per day while 7% are in the range 20-30 km/day. The percentage of owners either doing a distance more than 60 Km or between 10-20 Km at 6% is the same. While 26% do a distance of 50-60 km per day, only 7% are in the range 20-30.

Jawa

A surprising number of Jawa owners cover a distance between 20-30 Km/day forming 34% and about 40% between 30-40. While no Jawa owner seems to cover more than 60 Km/day, only 2% do a distance of 10-20 Km a day. A lower 7% are in the 50-60 range and a moderate 17% in the 40-50 Km/day range.

Rajdoot

38% of Rajdoot owners cover a distance of 40-50 Km per day and 23% about 30-40 Km/day. We have 3% of the owners doing more than 60 Km/day and 6% between 10-20 km/day. While 11% are in the 20-30 range, the 30-40 Km/day range includes 23% of the owners.

Scooters

No scooter owner covers more than 60 Km per day.

Bajaj Super

While a high 42% owners cover a distance of 10-20 Km/day, only 8% cover a distance in the range 30-40 Km/day. Another 23% do less than 10 Km¼day and 16% about 20-30 Km/day. A 11% travel 40-50 Km/day.

Bajaj Chetak

Only 5% cover less than 10 Km/day. At 53% the number of owners covering between 20-30 Km/day is high. There is a progressive decline in the percentage of owners doing a distance of 30-40 Km/day, 10-20 Km/day and 40-50 Km/day. They are 15%, 14% and 13%.

Bajaj 150

18% of the Bajaj 150 owners cover an average distance of 10-20 Km/day and 27% cover 20-30 Km/day. A higher percentage of 42 cover 30-40 Km/day. 6% do a distance of 40-50. While 4% are in the 50-60 range 3% of the owners cover less than 10 Km/day.

Vespa 150

Only 9% average a distance of 30-40 Km/day, and 6% 50-60 Km/day. 41% of the Vespa owners cover 20-30 Km/day while 21% 10-20 Km per day. A lower 12% are in the 40-50 range as also 9% in the 30-40 range.

Lambretta

No Lambretta owner covers more than 50 Km/day. A high 49% complete a distance in the 20-30 Km/day, while the percentages in the 10-20 and 30-40 ranges are 24 and 14 respectively. A lower 7% cover less than 10 Km/day.

Lamby

The percentages of owners in the 10-20 Km/day and 20-30 Km/day ranges are almost the same being 36% and 37% respectively. 18% of the Lamby owners cover a distance of 30-40 Km/day. While 7% are in the 40-50 range, only 2% travel less than 10 Km/day.

Vijay Pushpak

Vijay Pushpak owners covering a distance of 20-30 Km/day form 41%. In the 30-40 Km/day range we find 31% of the owners. 13% of the owners do a distance of 10-20 Km/day and a slightly less 12% do 40-50 Km/day. A low 3% cover less than 10 Km/day.

Allwyn Pushpak

A slightly higher 6% cover less than 10 Km/day while only 3% average a distance of 40-50 Km/day. 33% of the owners are in the 20-30 range and 34% in the 30-40 Km/day range. About 24% of Allwyn Pushpak owners travel between 10-20 Km/day.

Mopeds No moped covers more than 50 Km per day.

TVS 50

We find a certain percentage of owners in all the ranges of distance covered per day. 10% of TVS 50 owners do less than 10 Km/day. While 25% are in the 10-20 Km/day range, about 16% are in the 30-40 range. A higher 32% cover a distance between 20-30 Km/day.

Luna

Here again owners cover a distance in all the ranges. A higher 16% do a distance less than 10 Km/day. 17% of the Luna owners average between 40-50 Km/day and 11% 10-20 Km/day. While 23% are in the 20-30 Km/day range about 33% travel between 30-40 Km/day.

Bajaj M 50

8% of Bajaj M 50 owners travel less than 10 Km/day and 9% between 40-50 Km/day. A higher 36% are in the 20-30 range and 36% cover between 30-40 Km/day. 17% owners average a distance of 10-20 Km per day.

Suggestions for improvements and Unique Selling Propositions

An evaluation of the questions show that Bullet owners value engine power, pick-up and riding comfort most. There seems to be a strong correlation in what they percieve in the motorcycle before purchase, and their post-purchase feelings. Their overall performance and satisfaction is also very high. This is also reflected in the opinions of motorcycle owners, since 39% opine that Bullet has the best quality.

Suggestions for improvement state that the frame weight can be reduced in order to increase the weight to power ratio. In addition, weight can be reduced by incorporating the gearbox within the engine, as is done on all the other motorcycles. With a decrease in weight, the weight to power ratio would enable a change in the gear ratios in order to achieve a greater top speed. There have been complaints about the quality of the battery and the charging rate. Either the battery is of low quality, or the charging system is not regulated, since frequent overcharging takes place and causes acid spillage. Bullet owners recommend the use of a 12 Volt battery, with suitable modification of the electrical system. Good batteries are available in the market, which have a higher Ampere hours rating and come with leak-proof caps. Some owners felt that fuel efficiency could be improved with better breathing. Enfield India has realised this, and to a certain extent solved the problem by replacing the stock carburettors with a new one from Bing of Germany. Even better breathing could have been

achieved with the use of a reed valve along with the Bing. Torque Induction is commonly used on the leading two wheelers manufactured by Japan.

After improving the performance of the Bullet, we may now formulate a Unique Selling Proposition for the motorcycle. The U.S.P. should highlight the performance of engine power, pick-up and riding comfort. Its amazing performance seperates the men from the boys.

An evaluation of the data shows that the highest rating by Yezdi owners was given to maintenance, riding comfort, Pick-up and engine power. The Yezdi has the highest rating, among all the bike owners, for the overall performance and satisfaction. In spite of this extremely high performance rating, Yezdi owners feel that this can be increased further. Most Yezdi owners complained about the safe minimum braking distance. The braking system was not effective in fast controlled braking. There are two reasons for this. Firstly, the camber is too large, due to which the traction charecteristics are altered. Secondly, the 16 inch tyres lack tractability. A rear baloon tyre and a decreased camber would solve this problem, and in addition would go a ling way in improving the handling of the motorcycle. The large camber had the unpleasant charecteristic of straightening up the motorcycle on a turn. The turning radius was also found to be uncomfortably large. The automatic clutch produced an undesirable play in the gears, and required frequent adjustment. The use of a sealed beam battery operated headlight was suggested for a spot focus of both filaments.

Experimenters found a greatly improved mileage by installing the Japanese Mikuni carburettor. Yezdi owners requested a more streamlined design by removing the panels and providing a tool box under the seat. The tank also required modification. The battery charging current was found to be too low, and led to a frequent discharge of the 6 Volt battery.

A Unique Selling Proposition for the Yezdi should feature the automatic clutch, which is unique on this motorcycle. This reduces the long term maintenance of the gearbox and helps in providing a strong power band.

Rajdoot owners have been found to consider the Availablity, Price and easy engine starting while deciding on the purchase. The value of engine starting, power, manouverability and fuel consumption is realised most, and the Rajdoot owners arenhighly satisfied with the performance of these attributes.

Most of the owners are very disappointed with the power distribution. They felt that a 5 or 6 speed gearbox would bring out the best in the engine. Vibration was noticed when the motorcycle was powered at 50 Km/Hr. Brakes were stated to be effective, but the front brake required a little extra force. A dual cam was suggested for the front wheel. The rims had a tendency to lose their trueness, and required tensioning of spokes. A 19 - 3.8 inch tyre was found to be excellent for the rear wheel. The rear shock absorber was not of the adjustable type and frequently bottomed with a pillion rider.

A Unique Selling Proposition for the Rajdoot should

emphasize the manouverability and gentle handling of the motorcycle. Credit should be given to the easy starting and fuel sipping charecteristics of the machine which is due to the Mikuni carburettor. The Rajdoot is an example of Escort's design excellence.

All the shaft driven scooters have similar ratings, with slight variations. Bajaj Super owners emphasize on the riding comfort and engine performance. Bajaj Chetak owners value the power charecteristics of the engine. Bajaj 150 owners value the engine starting while Vespa 150 owners value the pick-up and engine starting. Since all the direct drive scooters are similar, no U.S.P. can be formulated, other than classifying the direct drive as superior to chain drive, and relying on the Bajaj image to sell the product by an association with the Bajaj quality and expertise. The most common suggestion given was to position the engine in the centre in order to improve the balance and handling of the scooter. Other suggestions given were of general nature, such as the reduction of price and an increase in production. An improvement of shock absorbers was also a common request.

The chain driven scooters have similar charecteristics, with the exception of Vijay Pushpak which has been given a very low performance rating. Lambretta owners value the riding comfort most, followed by safety. They are extremely satisfied with the comfort of the scooter. Lamby owners too are very satisfied with the comfort and the starting. Vijay Pushpak

owners state that it was the low price and ready availability which lured them into purchasing the scooter. The fuel consumption was found to be unsatisfactory, but the pick-up was good. Allwyn Pushpak owners found that riding comfort and fuel consumption was satisfactory.

Chain driven dcooters performed alike, and the Unique Selling Proposition for each cannot be formulated effectively. The U.S.P. would be general, and would stress that the chain driven scooter was found to be more comfortable and safe when compared to the shaft driven scooter. The preferences of the various type of scooter owner listed above could be incorporated to form the U.S.P.

Lambretta owners complained that the quality control was very low. They were disappointed with the pick-up and mileage. Lamby owners wanted the price to be a little lower and the lighting improved. The spare wheel was prefered vertical. Allwyn Pushpak owners complained about the material of the body and frame, while Vijay Pushpak owners were not satisfied with the gear box and clutch.

Moped owners have ratings similar, in that they are all conscious of the fuel consumption, maintenance cost, easy starting etc. TVS owners are mainly concerned about fuel consumption, while Luna owners seem impressed with the braking effectiveness. Bajaj M 50 owners are satisfied with the powerful pick-up due to the three speed gearbox. A Unique Selling Proposition for the TVS would emphasise the appearance,

and riding comfort which speak well of the handling of the moped. Luna owners are satisfied with the silk touch controls and the superb braking. Bajaj M 50 owners are prowd of the unmatched pick-up.

TVS owners complain about the dhort durability of the chain. They also request a larger tool box. Luna owners find the handlebar uncomfortable. Headlight foccusing is also not satisfactory. Bajaj M 50 owners are quite apprehensive about the fragility of the fibre mudguard.

Q U E S T I O N N A I R E

Dear Respondent,

The objective of this survey is to determine the purchase behaviour for two wheelers. In this endeavour it is important that you answer the following questions as correctly as possible, by following the instructions preceding each question.

I appreciate the effort on your part for helping me to complete my dissertation, which is an integral part of the M.B.A. programme.

Thanking you,

yours sincerely,

(Zubain Hussain)
M.B.A. (Final)

CLASSIFIED INFORMATION

Q.1 Which of the following two wheelers do you own? Indicate by marking the relevant blank.

Motorcycle ___

Scooter ___

Moped ___

Q.2 Print the specifications of your two wheeler :

Brand Name _____

Model (Year) 19 _____

Displacement _____ c.c.

Q.3 Indicate the average distance covered per day on your two wheeler, by marking the relevant blank. If average distance falls on the upper limit, please indicate the next higher interval.

Below 10 Km. ___

10 - 20 Km. ___

20 - 30 Km. ___

30 - 40 Km. ___

40 - 50 Km. ___

50 - 60 Km. ___

Above 60 Km. ___

PURCHASE DECISION

Q.4 Indicate the level of influence that the factors listed below had on your purchase decision, by marking the relevant blank on a seven point scale.

	Low Level of influence High						
	1	2	3	4	5	6	7
Price	___	___	___	___	___	___	___
Availability	___	___	___	___	___	___	___
Fuel consumption	___	___	___	___	___	___	___
Maintenance cost	___	___	___	___	___	___	___
Durability	___	___	___	___	___	___	___
Aftersales service	___	___	___	___	___	___	___
Resale value	___	___	___	___	___	___	___
Appearance	___	___	___	___	___	___	___
Engine power	___	___	___	___	___	___	___
Pick-up	___	___	___	___	___	___	___

	Low 1	2	Level of influence 3	4	5	6	High 7
Engine starting	___	___	___	___	___	___	___
Lighting	___	___	___	___	___	___	___
Weight	___	___	___	___	___	___	___
Comfort	___	___	___	___	___	___	___
Safety	___	___	___	___	___	___	___

PERFORMANCE INDICATORS

Q.5 Rank the following reasons in order of importance, which have influenced your performance rating.

Rank 1 for the reason which has the greatest influence on your performance rating, rank 2 for the reason which has the next greatest influence, and so on.

	Rank
Engine Power	____
Pick-up	____
Fuel consumption	____
Manouverability	____
Engine starting	____
Braking effectiveness	____
Lighting	____
Riding comfort	____
Maintenance	____
Drive mechanism	____

Q.6 Rate the following attributes on a seven point scale by marking the relevant blank.

	Low 1	2	Performance level 3	4	5	6	High 7
Engine power	___	___	___	___	___	___	___
Pick-up	___	___	___	___	___	___	___
Fuel consumption	___	___	___	___	___	___	___
Manouverability	___	___	___	___	___	___	___
Engine starting	___	___	___	___	___	___	___
Braking effectiveness	___	___	___	___	___	___	___
Lighting	___	___	___	___	___	___	___
Riding comfort	___	___	___	___	___	___	___
Maintenance	___	___	___	___	___	___	___
Drive mechanism	___	___	___	___	___	___	___

Q.7 Rate the overall performance of your two wheeler on a seven point scale by marking the relevant blank.

	1	2	3	4	5	6	7	
BAD	___	___	___	___	___	___	___	GOOD

Q.8 Rate your level of satisfaction, considering price, performance, etc., on a seven point scale by marking the relevant blank.

	1	2	3	4	5	6	7	
LOW	___	___	___	___	___	___	___	HIGH

Q.9 Considering the two wheelers available in India, which do you think has the best quality?

	Motorcycle	Scooter	Moped
Brand Name	_____	_____	_____
Displacement	_____ c.c.	_____ c.c.	_____ c.c.

Q.10 If you haven't purchased what you think is the best quality two wheeler in your Motorcycle, Scooter or Moped class, indicate the main factors for not doing so.

_____

_____

_____

Q.11 Do you feel that there is something lacking in your two wheeler? If so, please indicate.

_____

_____

_____

_____

_____

Q.12 Do you have any suggestions for improvements?

_____

_____

_____

_____

_____

PERSONAL PROFILE

Q.13 Name _____

Q.14 Age (If your age falls on the upper limit, please indicate the next higher interval)

Below 20 years ___

20 - 30 years ___

30 - 40 years ___

40 - 50 years ___

50 - 60 years ___

Above 60 years ___

Q.15 Sex

Male ___

Female ___

Q.16 Marital status

Married ___

Single ___

Q.17 Number of children

None ___

One ___

Two ___

Three ___

Four ___

Above four ___

Q.18 Qualifications

High School ___

Intermediate ___

Graduate ___

Post-graduate ___

Other (Specify) _____

Q.19 Occupation

Student ___

Service ___

Retired ___

Professional ___

Business ___

Other (Specify) _____

Q.20 Monthly Income (If income falls on the upper limit, indicate the next higher interval)

Below Rs1000 ___

Rs 1000-1500 ___

Rs 1500-2000 ___

Rs 2000-2500 ___

Above Rs3000 ___